

SDSU-Little International
Animal Science Complex, Box 2170
Brookings, SD 57007

99th
Little International
"Living the Dream on the Green"

South Dakota State University's 99th LITTLE INTERNATIONAL

*"Living the Dream
on the Green"*



Advertising & Supporting
Opportunities
APRIL 1-2, 2022

JOIN US FOR SOUTH DAKOTA STATE UNIVERSITY'S PREMIER ANNUAL AGRICULTURAL EVENT: **THE 99TH LITTLE INTERNATIONAL**

What is Little International?

Little International is the largest two-day agricultural exposition in the country fully planned, organized, and implemented by students at SDSU for the benefit of high school and collegiate students. Our exposition provides students with an opportunity to compete in judging contests, showmanship competitions, and fitting competitions.

Why contribute?

Little "I" provides a fun, competitive opportunity for high school & college students to develop and refine skills essential for lifelong success in agriculture. Students can capitalize on the event by developing time management skills, responsibility, hard work, networking, and personal achievement while enjoying the fun. Each sponsorship level allows you and your company to reach over 2,000 FFA members & advisors and hundreds of college students, alumni, and attendees while investing in future agriculturalists.



How can you contribute?

As a student organization, we operate solely on donations, sponsorships, and advertisements. We seek financial assistance to remain a strong agricultural expo and provide great opportunities and experiences for the leaders of tomorrow. Monetary donations are essential to our success. Our event would not be possible without support from individuals and companies like you!

Additionally, we anticipate our 100th event in 2023 to be one of the largest events in Little "I" history. To help prepare for this endeavor, we have included an opportunity to contribute to our 100th Little "I" planning fund.

Look inside for a detailed description of each support opportunity. Please complete, detach, and mail us the return form by **Jan. 31, 2022**. This form is all-inclusive and allows you to contribute in all interest areas with only one payment. To receive full recognition of your sponsorship, please return by **Jan. 31, 2022**, to ensure your name is on all printed material.

On behalf of the Little International Staff, thank you for your support! We would like you to attend the Little International festivities on April 1-2, 2022.

Grady Gullickson
99th Little "I" Manager

Advertising

Each year, our catalog reaches hundreds of farmers, ranchers, parents, teachers, students, 4-H and FFA members, businesses, and others attending Little "I".

Common advertisements (B&W):

- Full page ad (8" x 11" w/ .5" margin)- \$750
- Half page ad (8" x 5")- \$500
- Quarter page ad (4" x 5")- \$250

Please send a PDF of your ad to Samantha Thyen at samantha.thyen@jacks.sdstate.edu, along with the return form indicating the size of advertisement you have selected. For more information and questions, please contact:

Samantha Thyen

- samantha.thyen@jacks.sdstate.edu
- 605-520-9858

All advertisements are due to Samantha by Jan. 31 in order to guarantee a placement in the catalog.



Little International is the largest student-led organization at SDSU with over 140 staff members.

Check us out on:

 @SDSULittleI

 @sdsu_little_international

& [sdsulittleinternational.com](https://www.instagram.com/sdsulittleinternational.com)

Sponsorships

The sponsorship program is designed for those who wish to make generous donations to Little "I". Elite sponsors are the exclusive show sponsors for the species of their choice. Show sponsors are assigned on first-come, first-serve basis.

Elite Sponsor \$2,000+

- Full page ad in the catalog
- Individual banner displayed at the show
- Recognition during Little "I"
- Advertising on social media & website
- Commercial and logo to be displayed on event livestream
- Show sponsor, also included in backdrop photos
- Opportunity to speak during the show

Platinum Sponsor \$1,000

- Full page ad in the catalog
- Name displayed on Platinum Sponsor banner
- Recognition during Little "I"
- Advertising on social media & website
- Commercial and logo to be displayed on event livestream

Gold Sponsor \$750

- Full page ad in the catalog
- Name displayed on Gold Sponsor banner
- Recognition during Little "I"
- Logo displayed on event livestream

Silver Sponsor \$500

- Half page ad in the catalog
- Name displayed on Silver Sponsor banner
- Recognition during Little "I"
- Logo displayed on event livestream

Bronze Sponsor \$250

- Quarter page ad in the catalog
- Recognition during Little "I"
- Logo displayed on event livestream

Friend of Little "I": any amount

- Recognition during Little "I"

Cut along dashed line to detach form, secure in envelope, and mail to:

SDSU - Little International
Animal Science Complex, Box 2170
Brookings, SD 57007

Name: _____

Company (if applicable): _____

Address: _____

Phone Number: _____

Email Address: _____

Please check the appropriate boxes and complete any blank spaces to indicate your contribution to the success of Little "I".

Advertising

☐ Inside cover or back cover (\$1,000)

(First come, first serve.)

☐ Full page ad (\$750)

☐ Half page ad (\$500)

☐ Quarter page ad (\$250)

Sponsorships

☐ Elite Sponsor (\$2,000+)

☐ Platinum Sponsor (\$1,000)

☐ Gold Sponsor (\$750)

☐ Silver Sponsor (\$500)

☐ Bronze Sponsor (\$250)

☐ Friend of Little "I" (\$_____)

☐ 100th Little "I" Planning Fund (\$_____)

Overall Awards \$400

☐ Champion Round Robin Showman

☐ Reserve Champion Round Robin Showman

☐ High Point Upperclassman

☐ High Point Freshman

☐ Lamb Lead Show Sponsor

Manager's Awards \$250

☐ Manager Award

☐ Assistant Manager Award



Hardest Worker & Honored Awards \$100

- ☐ Beef
- ☐ Dairy
- ☐ Sheep
- ☐ Goat
- ☐ Lamb Lead
- ☐ Swine
- ☐ Horse
- ☐ Honored Agriculturalists

4-H & FFA Judging Contest Sponsor \$2,000

(Will receive same benefits as Elite Sponsor level)

Total Amount Enclosed: \$_____
Make checks payable to: SDSU Little "I"

Comments or Favorite Little "I" Memory

For more information or questions about sponsorships, please contact Dalton Howe at dalton.howe@jacks.sdstate.edu or 605-460-2198.